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WALT DISNEY WORLD'S OFFICIAL AIRLINE

IS DEVELOPING "FAMILY TRAVEL MARKET"

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ORLANDO, Florida -- Walt Disney World's 27,000 acres lie squarely in the center of Florida, a geographical fact which is the key to Eastern Airlines' plan to build a major vacation program based around this new recreation area.

The key to Eastern's plan is its recognition that Walt Disney World will be a magnet, drawing millions of new tourists to Florida every year. Eastern, which serves Orlando and Florida with more flights than any other airline, will tie Walt Disney World into an overall vacation marketing program that includes other popular tourist destinations in the "Sunshine State."

"Our plan is to use Florida's numerous vacation attractions to complement each other in a way that will give the vacationing family a series of different and unique experiences," says Warren R. Winn, Eastern's full-time director of Disney Development.

"We're developing a series of exclusive tours that will enable vacationers to extend their travel beyond Walt Disney World to other parts of Florida and the Caribbean," he said. "There will be, for instance, tours embracing the historic city of St. Augustine in the north, the bay city of Tampa on the west, and Miami and the Florida Keys to the south.

"We envision another series of tours for families who may choose to visit the 'Vacation Kingdom' for one day, and then move on. We know the family vacationer likes flexibility and mobility when he travels, and Eastern also plans 'Fly and Drive' vacations that will allow them considerable flexibility during their stay."

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"INDEPENDENT TRAVEL BUYER"

Eastern's travel experts have found that the family travel market also includes the "independent buyer." This is a person who normally doesn't consult a travel agent or tour operator before taking a trip, and takes pride in his independence.

"Many family vacationers, on the other hand, consult travel agents and purchase packaged tours," Mr. Winn said. "But we feel that the greatest potential for the family travel market is the 'independent buyer,' many of whom have yet to take their families on their first vacation by air."

Meanwhile, designers at WED Enterprises in California are developing for Eastern a major attraction to be built within the "Magic Kingdom" theme park. The attraction, while still in the planning stage, will emphasize how air travel can be an enriching, educational and rewarding experience for the entire family.

"We see the Eastern attraction as a major element in our overall effort to get the American family out of the car and into a jet aircraft," says Mr. Winn. "Using American Automobile Association data on car travel, our market analysts have determined that the average American family of four can travel as cheaply by air as they can by car on trips of 1,000 miles or more. For smaller families, the break-even point is even less.

"Our 'After Dinner' flights which leave after 9 p.m. and arrive before midnight offer an additional savings for vacationing families," he said.

While Eastern's promotion of air travel to Walt Disney World will extend throughout its entire system, the major emphasis will be in northern and western cities, where time and family budget factors favor air travel.

Eastern estimates that more than 70 percent of the nation's 60 million families take one or more family auto trips 100 miles or more from home every year. Taken together, these family auto trips accounted for 332 billion passenger miles, or 82 percent of the total automobile travel in the country.

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The airline, obviously, plans to change these traditional vacation habits and package the types of vacations it knows will appeal to families.

"SUMMER TO REMEMBER"

Eastern is using the results of last year's highly successful "Summer to Remember" campaign plus data gleaned from its quarterly in-flight passenger surveys in putting together its tour programs designed to attract families who currently vacation by car to change their minds and travel by air to Walt Disney World.

The airline's "Summer to Remember" program positioned the family vacation not as a luxury, but as a lasting, enriching experience that is a part of a child's education. The program was highly successful for it provided the family with the kinds of accommodations and experiences Eastern felt would best suit a middle-income family's life-style and budget. It developed new ways to make the family travel dollar go further.

Eastern's total tour sales during June, July and August, 1970 increased 32 percent over the same period for the previous year; it was the first year-over-year increase since 1967 and occurred in the middle of a severe nationwide recession.

Meanwhile, the airline's vacation specialists are studying other ways to assist families who travel by air to Walt Disney World.

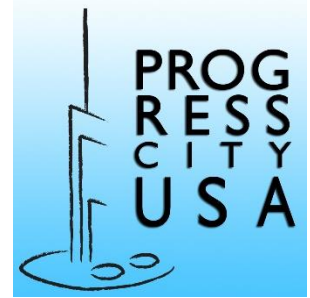
In addition to answering questions about air transportation and booking flights, Eastern's 3,000 reservations agents may be trained to furnish callers with certain information about Walt Disney World. The development of a reference book of facts about the new vacation destination is currently being studied.

Eastern is also studying the feasibility of having its reservations agents book hotel rooms for Walt Disney World visitors.

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